



**FOR IMMEDIATE RELEASE**

## **WILD BRAIN JOINS FORCES WITH KIDROBOT TO CREATE ANIMATION AND POP CULTURE POWERHOUSE**

*Deal Infuses Independent Animation Studio  
With New Artistic Talent and Intellectual Property*

**SAN FRANCISCO (February 28, 2006)** – Wild Brain, a leading independent animation studio, today announced a majority stake acquisition of New York-based, limited edition art toy creator and pop-culture phenomenon, Kidrobot. Wild Brain and Kidrobot plan to develop animated television, feature film, direct-to-video and other entertainment properties, utilizing the existing popularity of Kidrobot characters and the “Kidrobot Style” to develop future projects.

“Aligning Wild Brain’s award-winning animation with Kidrobot’s cutting-edge art and design opens up a whole new world of possibilities,” said Charles Rivkin, chief executive officer of Wild Brain. “Paul Budnitz is a creative genius and a brilliant entrepreneur. We look forward to helping him realize the enormous potential of his vision”.

“Wild Brain provides Kidrobot with the opportunity to extend its creative energy into the world of digital animation. This is a logical next step for Kidrobot, as much of our inspiration comes from animated media. Wild Brain is bringing cutting-edge technology and the very best production team to the mix,” said Paul Budnitz, owner and founder of Kidrobot.

The collaboration reinforces Wild Brain’s commitment to becoming a leading digital animation studio and a haven for the industry’s most talented artists and executives. Paul Budnitz will continue as both president of Kidrobot and as an executive producer at Wild Brain Animation Studios.

“Wild Brain is a sanctuary for independent artists that value creativity and innovation,” added Budnitz. “At Kidrobot, we strive to elevate toys to the level of art. Charlie and the

Wild Brain team have a similar philosophy. Of all the studios that have approached us about creative partnerships, we feel that Wild Brain is the perfect home.”

### **About Kidrobot**

Kidrobot is the premier creator and retailer of limited edition art toys. The toys sold at Kidrobot feature urban street trends mixed with creative design and fine art to produce limited edition, collectible pieces of art. World-renowned artists design many Kidrobot toys with backgrounds in graffiti art, fine art, industrial design, graphic design, illustration, and music. Kidrobot operates three store-galleries, one at 126 Prince Street in SoHo, New York City, another at 1512 Haight Street in San Francisco and a third at 1407 Third Street Promenade in Santa Monica. Kidrobot is also online at [www.kidrobot.com](http://www.kidrobot.com).

### **About Wild Brain**

Wild Brain, Inc. ([www.wildbrain.com](http://www.wildbrain.com)) is an award-winning animation studio that develops and produces content for the global film, television and commercials markets. Founded in 1994, Wild Brain’s client list includes the biggest names in media and entertainment: Universal, Twentieth Century Fox, Disney, DreamWorks, Warner Bros, Nickelodeon, Cartoon Network and Oxygen. Wild Brain is the top U.S. producer in the animated commercials sector, with a client list that includes Nike, Coca-Cola, Ford, Nabisco, Sony, McDonald's, Target, Nestlé, The Wall Street Journal, Chevrolet, Mattel and Levi Strauss, among others. The company has animated some of the best-known icons in advertising, from the Hershey’s Kisses to the KFC Colonel and more. Renowned for blending traditional animation methods with state-of-the-art tools, the work of the studio’s talented artists has garnered nominations and awards from every major design and animation organization in the industry. Syntek Capital AG and Valence Capital Partners, prominent European and U.S. private equity firms, are Wild Brain’s principal shareholders.

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